

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting
Tuesday, July 23, 2013
860.429.2740
4:00 pm**

Minutes

Present: Kristin Schwab, Marcia Firsick, Janet Jones, Shawn Kornegay, Toni Moran, Betsy Paterson, and Shamim Patwa

Staff: Kathleen Paterson

1. Call to order

Kristin Schwab called the meeting to order at 4:05 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from May 21, 2013

Betsy Paterson moved to approve the minutes.

Shawn Kornegay seconded the motion.

The minutes were approved unanimously with Toni Moran and Shamim Patwa abstaining.

4. Recommendation of Advertising and Promotion Committee Chair

Ms. Paterson moved to recommend to the Board of Directors that Toni Moran serve as Committee Chair.

Ms. Kornegay seconded the motion.

The motion was approved unanimously with Ms. Moran abstaining.

5. Update on Storrs Center Project including communications

Kathleen Paterson reported that the July meeting with Storrs Center commercial tenants was well attended and that the "Live Music Wednesday" series has received positive feedback and, to date, is booked through mid-September. She noted that the calendar on the Partnership's website is now devoted to downtown events and complements the calendar of events included as part of the Partnership's monthly newsletter. Ms. K. Paterson added that the Partnership is now on Twitter (@MDPMansfield).

Ms. K. Paterson then reported on Storrs Center construction, including the progress on One Royce Circle; the paving of Bolton Road Extension and Royce Circle; the Nash-Zimmer Transportation Center; the TS-3 building; and the grocery store.

Janet Jones asked when the bookstore will open.

Marcia Firsick reported that the UConn Co-op @ Storrs Center will open later than originally planned but that work is progressing on the build-out of the space.

6. Update on the *Festival on the Green*

Ms. Paterson reported that the planning for the *Festival on the Green* is going well and said there is a need for volunteers to help out at any point in the day.

Ms. Jones noted that she and George Jones will be “Parade wranglers” again.

Ms. Kornegay and Ms. Patwa volunteered to assist during the event.

Ms. Schwab noted she is committed to assisting with the layout of the booths.

Ms. K. Paterson reported that there is a new website for the *Festival*, www.downtownstorrsfestival.org, and invited Committee members to take a look at it, especially the page on music highlighting the main act, Black Prairie.

7. Discuss Plans and Ideas for Storrs Center Grand Opening

Ms. K. Paterson explained that Partnership, LeylandAlliance, and EdR staff have started planning the Grand Opening for Storrs Center on Friday, September 20, have solicited feedback from the commercial tenants, and would like feedback and guidance from the Advertising and Promotion Committee. She reviewed the plans to date and asked the Committee for their thoughts.

Ms. Jones said she had been asked by Cynthia van Zelm to see if StoDoArts would be interested in hosting a movie Friday evening. Ms. Jones and the StoDoArts group are looking into possible locations and the logistics of hosting a movie.

Ms. Patwa said she would like to see involvement from E. O. Smith students in the festivities. She volunteered to contact an E. O. Smith music group to see if they would be interested.

Ms. Firsick suggested reaching out to the Community School of the Arts to see if they would like to participate.

Ms. Moran expressed concern with diluting crowds by having too many events in one weekend.

After some discussion, the Committee came to a general consensus to focus the Partnership’s efforts on the Grand Opening ceremony on Friday followed by low-key activities and the *Festival on the Green* on Sunday. They agreed that Saturday’s schedule should be left open for individual businesses to have activities in addition to the already scheduled Celebrate Mansfield Weekend events.

9. Adjourn

The meeting adjourned at 5:45 pm.

Minutes prepared by Kathleen M. Paterson